

FAX# 610-225-1191
CREDIT RISK !!
HARRIS REPORT FROM REP AUG7/12 17.26
CHANGES *** KVVU-TV ****

REP. # _____ OFF. # 762 SALESMAN # _____

BUYER NAME	<u>KAREN BENCKINI</u>
SALES PRSN	<u>PH- TERESA DIFURIA</u>

TOWSON, MD 21286

ORDER # _____ CONTRACT # 6262536

	CLASS: NATL.	LOCAL	REGIONAL
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PRDCT	<u>AMERS FOR PROSPERITY</u>	<u>EST#463</u>	COMMENTS: (LINE, ORDER, INVOICE)
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FLIGHT DATES AUG8/12 AUG14/12 WK-1

CITY TAX _____ STATE TAX _____ CO-OP BILLING NEEDED _____ DATE AUG7/12 17.26

REP: OK'D M1 SEE LINE 11
TOTAL SAME
PLS CNF THANKS
NIKKI

STA:

CON CM ***** THIS IS A CASH IN ADVANCE SCHEDULE *****

ALL STATIONS USING ELECTRONIC INVOICING - AGENCY IDB #1021
AN ELECTRONIC INV.WEBSITE "EMEDIA TRADE-INVOICING" IS ALSO AVAILBLE
FOR THIS AGENCY. THE IDB# FOR THE WEBSITE IS: EMT12009
AMERICANS FOR PROSPERITY

LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS /WK	WEEK INVT	DAYS	TOTL SPTS
AGENCY ADVERTISER CODE = AGENCY PRODUCT CODE = AGENCY EST# = 463												
5	S		700P-1000P	30		\$750.00	8/11	8/11	1		SAT	1
PROGRAM : MLB BASEBALL RA50+ : 5.0												

LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS/WK	WEEK INVT	DAYS	TOTL SPTS
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11	A		800P-900P	30		\$750.00	8/11	8/11	1		SAT	1
PROGRAM : COPS RA50+ : 5.0 ORD COM1: SPOT N/A DUE TO NO MLB. MG OFFER 'COPS'. PRE-BOOKED PLS APPROVE. THIS IS A MAKE-GOOD FOR AUG11 ON LINE-5 FOR 1 SPOT/WK STATION MAKEGOOD OFFERS: M1 OK'D BUY#5 MISSED: SAT/700P-1000P AUG11 30S \$750.00 (AUG3/12) OFFER: SAT/800P-900P AUG11 30S \$750.00 PLS ADVISE. CMT: SPOT N/A DUE TO NO MLB. MG OFFER 'COPS'. PRE-BOOKED PLS APPROVE.												
AUG/12 18800.00												18800.00
CONTRACT TOTAL												18800.00
TOTAL SPOTS												19

MARKET TOTALS \$188,000 KVVU 10% KSNV 38% KLAS 31% KTNV 21% KVMY 0% KVCW 0% CABL 0%
 KTUD 0%

HEAVY NEWS BUY TARGETING A50+. ADDITIONALLY, QUALITATIVE INFO USED FOR
 A50+. CONCENTRATED ON OLDER SKEWING PROGRAMS THAT INDEXED OVER 100.

SVC- NSI
 DEMOS- RA50+*

MOD CODE A-ADD B-BUY TYPE C-CANCELLED DE-DELETE E-EFF DATES L-LENGTH M-MAKEGOOD N-PROGRAM NAME
 P-CLASS, PLAN, SECT Q-PAID PGM R-RATE S-SPOTS PER WEEK T-TIME X-LATE Y-DAYS Z-COMMENTS *-MULTIPLE